



IFW  
PATENT  
Docket No. 12031/1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Ari ROSENBERG  
SERIAL NO. : 09/846,431  
FILED : 30 April 2001  
FOR : SYSTEM AND METHOD FOR THE PRESENTATION OF  
ADVERTISEMENTS  
ART UNIT : 3622

COMMISSIONER FOR PATENTS  
P. O. Box 1450  
Alexandria, Virginia 22313-1450

**INFORMATION DISCLOSURE STATEMENT  
UNDER 37 C.F.R. § 1.97 & § 1.98**

S I R:

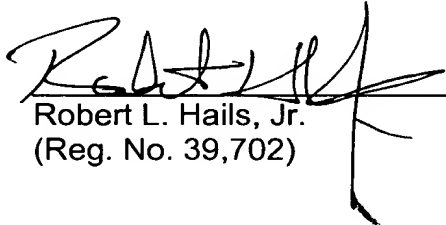
In conformance with Applicant's duty of disclosure under 37 C.F.R. § 1.56 and § 1.97(b)(3), the references listed on the attached form PTO-1449 are hereby brought to the Examiner's attention.

In accordance with the requirements of 37 C.F.R. § 1.98, copies of the references are submitted herewith.

It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

Respectfully submitted,

Dated: 24 August 2004

  
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**FORM PTO-1449**  
**INFORMATION DISCLOSURE**  
**STATEMENT BY APPLICANT(S)**

Atty Docket No. : 12031/1  
 Serial No. : 09/846,431  
 Inventors : Ari ROSENBERG  
 Filed : 30 April 2001  
 Group Art Unit : 3622  
 Examiner :



**U.S. PATENT DOCUMENTS**

Examiner Initial	Patent Number	Patent Date	Name	Class/ Subclass	Filing Date
	2002/0082910	06/27/02	L. KONTOGOURIS	705/14	
	2002/0069105	06/06/02	AGNELO, et al.	705/14	
	2002/0002597	01/03/02	MORRELL, jr.	709/218	
	2001/0034643	10/25/01	John ACRES	705/14	
	6,704,727	03/09/04	KRAVETS	707/5	
	6,285,987	09/04/01	ROTH, et al.	705/27	

**FOREIGN PATENT DOCUMENTS**

Examiner Initial	Document Number	Date	Country	Class/ Subclass	Translation Yes No

**OTHER DOCUMENTS**

(Including Author, Title, Date, Pertinent Pages, Etc.)

Examiner  
Initial

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.